

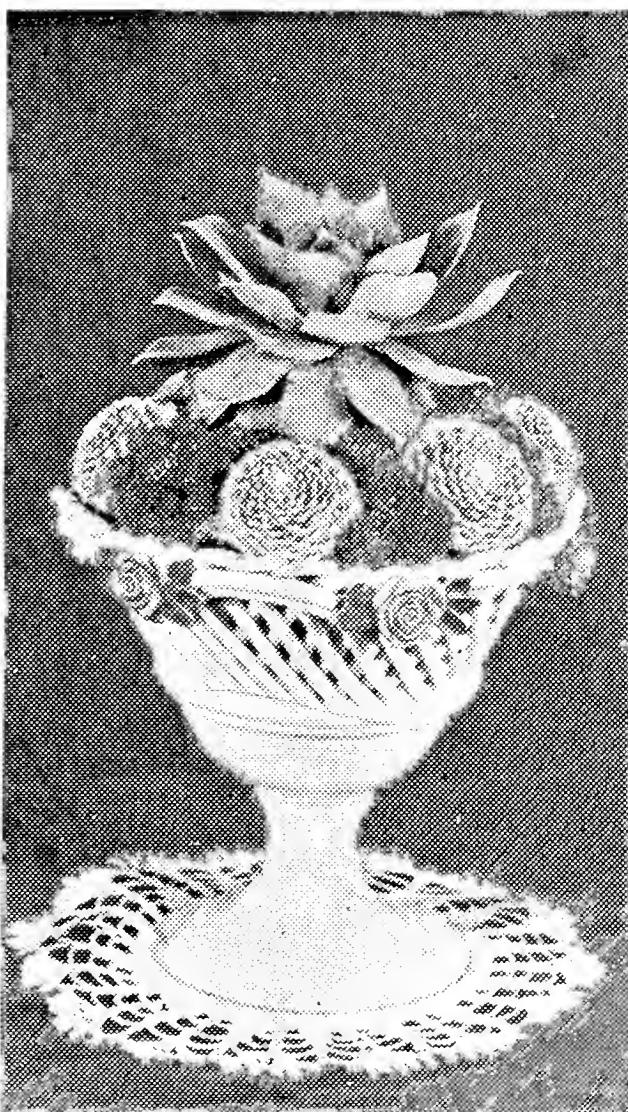
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The STEADFAST

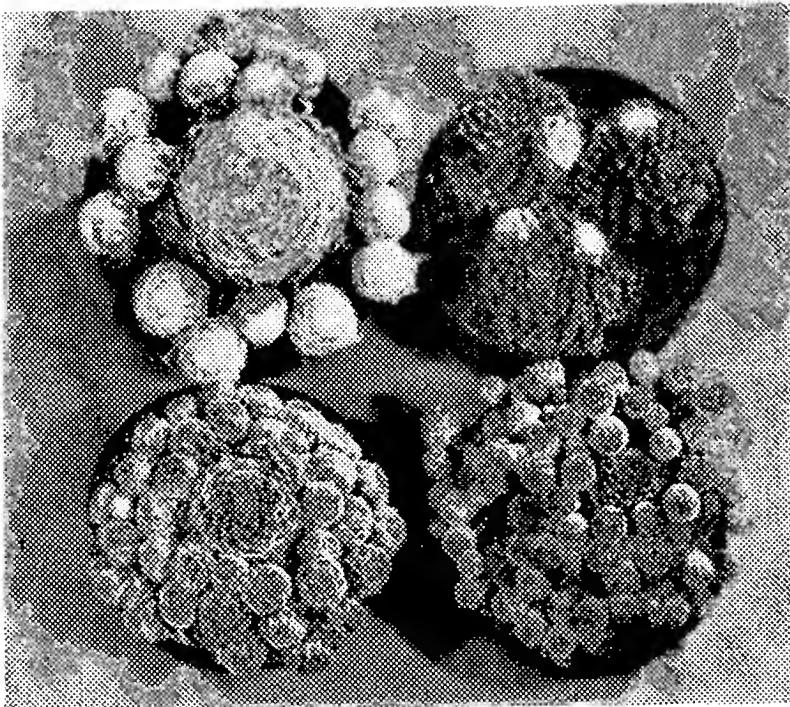
SEMPERVIVUMS

HOUSELEEKES



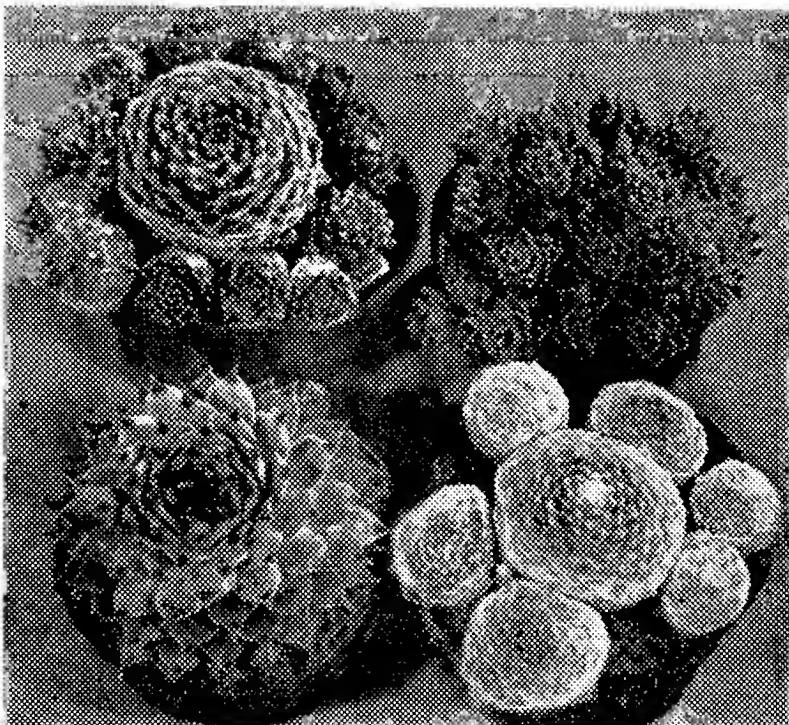
Hardy Sempervivum used as pot plants; The large central plant is Rosy Purple Beauty: the light webby sort is Laggeri: and the small dark plants are Arenarium.

Complete descriptive list of
QUALITY SEMPERVIVUMS



Above: Top row left to right, Hookeri:
and Moggridgei: bottom row same order
Arachnoidetm: and Sangaineum.

Below: Top row left to right, Laggeri:
and Tissieri: bottom row same order
Calcareum: and Tomentosum.



NOTICE

This retail descriptive list is prepared especially for distribution by our customers to the retail trade.

DISCOUNT

50% Discount to the trade. f.o.b, Clyde, O.

The following varieties are 5 cents each in lots of 25 or more. Laggeri & Arenarium. Fimbriatum, Globeriferum, Soboliferum, Tectorum & No. 1 in Barbatulea group.

POTTED SEMPS ?

Labor, soil, pots and frames necessary to produce Quality Sempervivums make their production cost much more than common field grown dirty broken up clumps. But we know it is worth the difference to our customers to have Clean presentable Potted Clumps, having their offsets all firmly intact and ready for immediate re-sale, without extra expense to you for potting or pots.

You know that your real profit lies not all together in the money you make on the sale of plants, but in the general satisfaction the plants give your customers.

COLLECTION OFFER

Collection of the [59] varieties listed except No. 90-1 & M. V. Pvgmaeum. All labeled and packed for **\$ 12,50** prepaid.

The Sanford Nursery
Quality Sempervivums

CLYDE, O.

Wholesale Only



SEMPERVIVUM HOUSELEEK

From the time of the ancient Danes, Germans and Romans down to the present time, Hardy Succulents have held a lively interest, ranging from sacredness to the superstition of planting them upon roofs to protect the house against thunder.

Our great grandmothers always had a pot or two growing on the door-step or window sill, but this sort was the common houseleek of the variety *Tectorum*. Many people are still growing it and do not know there are collections of several hundred sorts that are over fifty years old. All of them are as the names indicates, everlasting, and it is difficult to kill them.

Modern horticulture has produced such colorful hybrids as never dreamed of by the ancients. The gardening public of today have taken a keen interest in growing them in their homes where their delicate coloring and unique forms are best revealed by intimate association. Observed under a reading glass, they are like charming sculptured jewels studded with crystals in their perfect symmetry, the constantly changing tints and colors intermingled, rose, violet, ruby, blues and greens command endless interest in these beautiful plants.

It is hard to imagine a family of plants more varied and susceptible to change from a cultural standpoint than the *Sempervivum*. Some varieties are boldly distinct, while others are so closely related as to differ only in the texture of the marginal hairs of the leaves. All varieties change their characteristics when grown in a rich, medium or poor soil. All of the *Arachnoideae* and *Pubescensiae* groups pout and eventually die in limestone, but thrive in a rich acid mixture, over watering and hot muggy weather is dangerous for these two groups. They are perfect drought resistant plants for the rockery and dry wall. They color up best if given in eastern or half shady exposure and a moderately rich soil.

The custom of giving potted plants on any occasion is a doubly pleasing one when the donor is thoughtful enough to select for the flower lover, *Sempervivums*, which being hardy may be planted out doors after used as pot plants to make the gift a lasting one.

We guarantee plants to reach you in perfect growing condition and potted, All varieties can be furnished in extra large single rosettes for special make-up at the regular price.

ARACHNOIDEAE GROUP

Type Arachnoideum

ARACHNOIDEUM. Under $\frac{3}{4}$ inch. Compact flat clumps, small rosettes densely covered with spiderwebs, stolons very short and numerous, outside of leaves reddish in winter. 15 cts. a clump.

SANGUINEUM. $\frac{1}{2}$ inch. A cobweb with a reddish aspect, depressed, flattened center, covered with very abundant thin wooly tissue. Smaller, redder, more thick set and more compact than Laggeri, outside leaves long stolons longer than the above. 50 cts. a clump.

MOGGRIDGEI. 1 inch. Differs from Arachnoideum in its basal leaves, shorter and more oblong, forming a larger rounder ball of gray green, the very fine webs connecting the leaves do not obscure them, it is a much more beautiful symmetrical rosette. 50 cts. each.

A. LAGGERI. $1\frac{1}{2}$ - 2 inches. Tufted clumps, with dense compact rosettes, flattened center, leaves deep red brown without, green within and entirely covered with a thick white down, pressed and tangled, especially towards the center. 15 c a clump.

A. HOOKERI. $1\frac{1}{2}$ - 2 inches. A very downy form of archnoideum, with large rosettes completely whitened by their wcbs, a rather flat form. 25 c a clump.

TOMENTOSUM. $1\frac{1}{2}$ -2 inches. A vigorous Arachnoideum, with large flat top rosettes, outside leaves light green within, brownish without in winter. The rosettes are covered with a delicate tangled web, so dense as to obscure the leaves, large flowers of a clear carmine, same as Webbeanum. 25 cts. a clump.

DOELLIANUM. 1 inch rosette. This is the true variety, very rare in this country, and not like the one commonly sold for Doellianum. It has light green leaves with weak webs connecting them, growing thick towards the center, a rather flat open rosette. 50 c each

PUBESCENTIAE GROUP

Type Montanum

MONTANUM. Under 1 inch. Loose rosettes, leaves narrow and pointed, downy on both surfaces, offsets on long hairy leafy stems, flowers rose color 30 cts. each.

Pubescentiae group continued

MONTANUM VAR FLAGELLORME. 1 inch. A larger form of Montanum, intensely green, sending out longer stolons, flowers brownish rose. 50 cts. each.

MONTANUM VAR PYGMAEUM. Under $\frac{1}{2}$ inch. A very small, densely hairy and more compact rosette, few and short stolons, slow grower, brownish rose flowers. A gem. each 75 cts. Fall delivery 1936

BARBATULEA GROUP

Type Fauconneti

BARBULATUM. Under 1 inch. Compact symmetrical rosettes, stoloniferous with many offsets, not webby leaf margins so thickly set with stiff white hairs as to give it the appearance of frosty or webby edges. Distinct. 50 cts. a clump.

ELEGANS LAGGERI. $\frac{1}{2}$ inch rosettes. Clumps compact, pale green liner lanceolate leaves, brownish red without, downy points, webby center stolons short, a plant with a reddish aspect in winter and summer, very distinct. clump 50 cts.

FIMBRIATUM. 2 inches. Rosettes of medium size leaves obovate. broad lanceolate ciliate, and ending in a tuft of white hairs, flowers large of a clear rose color. Clumps 15 cts. each.

OBTUSATUM. Under 1 inch. Related to Funckii. Clumps compact, not stoloniferous, small rosettes, leaves ciliate, with small wisps of white hairs at their tips, green toward the base and brownish on the reverse and towards the tips, it has a pinkish aspect, and suggests an Arachnoideum. 50 cts. each,

TISSIERI LAGGERI. 1 inch rosettes, with pale green leaves, strongly ciliate and ending in a tuft of white hairs, quite a webby center, flowers rose colored, rare. 50 cts. each.

RUBICUNDUM, $1\frac{1}{2}$ - 2 inches. Rosette of a bright rose, very striking, leaves obovate - lanceolate, smaller than R. Hybridum. Fine inside. 25 cts. each.

No. 1 Commonly sold for Doellianum but belongs to this group. 1 inch . Compact symmetrical rosettes, of a deep green, stolons short and numerous. 15 cts. a clump

HYBRIDS & VARIETIES

The Three Greeks ALPHA 1. BETTA 2. GAMMA 3.
All have a summer coloring of deep olive green, each
distinct in character, quite hairy and richly marked in
pinkish and reddish brown and deep rich maroon, Alpha
has narrow leaves, Betta broader leaves and is more
compact, Gamma has broad leaves and is more richly
colored, longer beards, more open rosettes, we consider
it the best of the three. 50 cts. each.

LOWN'S Seedling No. 60 : 2 - 3 inches. This variety
has been checked with the original and is true. Base
of leaf green, outer part deep red, silky hairs on margins,
Mr. Purdy claims it is one of the finest of all Sem-
pervivums. 50 cts. each.

LOWN'S Glorified Seedling No. 60: 3-4 inches. This
is very much more beautiful than the above. Larger,
exceptionally long silky beards on margins of leaves,
deep olive green at base, deep rich red outer two thirds
of leaf. Rare. 75 cts. each.

The Numerals correspond to Purdy's numbered Vars.

No. 50-3 AMBERGREEN, 5-7 inches. Leaves dark
gray green, tinted purple, purple base. 40 cts. each.

No. 50-5. 5-6 inches. Rather loose rosettes of a beau-
tiful deep purplish mauve. 60 cts. each.

No. 50-6. 4-6 inches. Long narrow thickened leaves,
deep sea green, pink at base, deeply tipped purple which
extends over outer one-third in late season. 75 cts. each,

No. 50-8 SILVERINE. 5-8 inches. Silvery green
foliage to tips of leaves, with a bright purplish crim-
son base. A real acquisition. 50 cts. each.

No. 60-1. (Purdy did call it Funkii red, not a Funkii.)
5-7 inches. Leaves narrow and long, tapering to a long
point, reddish purple and in winter a vivid red. Purdy
says this is the most vividly colored one he knows of.
Very rare and scarce. 75 cts. each.

No. 80-1. 4 inch rosettes. Leaves blunt and glossy deep
green, red at base, dark red tips. Rare. 75 cts. each,

No. 90-1. 6-8 inches. Rosette deep rose overlaid gray
green throughout and so densely covered with glandular
hairs as to resemble rose silk covered with dew. Ex-
ceedingly rare. \$2.00 each.

HYBRIDS & SPECIES

COMPTE-DE-CONGAE. 4-5 incher. Open flat rosettes, with the leaf tips thick and blunt, rosy purple all summer, very distinct. \$ 1.00 each.

CAMOLLI. 4-5 inches. Gray green compact rosettes purple tipped, turning purplish throughout in late season, sometimes marbled with gray. 25 cents each.

CANTALICUM. 2-4 inches, generally sold as calcareum. light green leaves, small brown tips. 25 cts. each.

GIGANTEA. 5-8 inches. A large open light green tectorum, large brown tips and long broad leaves. 25 cents each. Distinct.

HAVANNA. 4-6 inch open rosettes, large broad leaves, of a light brown green color in summer changing darker and redder at the base in winter, distinctive. \$ 1.00 each.

RHODANICUM. 4-7 inch rosette, this is a beautiful large open compact tectorum, very symmetrical, leaves medium green and brown tipped, scarce. 75 cts. each.

ROSY PURPLE BEAUTY. 5-8 inches. Large open rosettes. This is truly the finest of the deep purple hybrids, maintains its color nearly all the year round. 30 cents each.

RUBICUNDUM HYBRIDUM. 3-4 inches. The lower two thirds of leaf a bright deep red, the tip and margins of leaves are bright green. A most striking, colorful rosette. 25 cents a clump.

HIRTUM GROUP Type Hirtum

ARENARIUM. $\frac{1}{4}$ - $\frac{1}{2}$ inches. The small rosettes are light green, reddish on the back, bearing on their surface bulbis offsets, that fall off and multiply indefinitely, long lanceolate leaves, flowers citron yellow, A gem. 25 cts. a clump.

DOLOMITICUM. 1- $1\frac{1}{2}$ inch, A very neat and compact bright green rosette, densely leafy, slightly more open than arenarium with a purplish red tip, spreading more than the type. 30 cents each.

SOBOLIFERUM. 1- $1\frac{1}{2}$ inch. Same as globiferum except smaller, purplish red in winter. 15 cts. a clump.

HIRTUM GROUP

Type Hirtum

GLOBIFERUM. 1-2 inches. Light green leaves, densely crowded into globular rosettes, offsets are round balls, falling off and growing wherever they roll, this is a characteristic of the group. 15 cts. a clump.

HIRTUM. 2-3 inches. This is the true species so confused in trade, larger more open than soboliferum, named for the hairyness of the flower stems and not the rosette leaves. 40. cents each.

HEUFFELI. 4-5 inch rosettes, the leaves are closely set with stiff white hairs giving them the appearance of frosty edges, light green at base upper two thirds of the leaves tinted red. It does not send out stolons but multiplies by splitting the crown, flowers light yellow, slow propagator, very attractive. 75 cents each.

CILIATA GROUP

Type Tectorum

BLANDUM. 2 - 4 inch open rosettes, long pointed leaves, pinkish during summer, decidedly red most of the year, forms large clumps. 25 cts. a clump.

BRAUNI. 2-3 inch rosettes, leaves convex on both surfaces, with short hairs on margins, bronze green all summer. 25 cents a clump.

CALCAREUM. Purdy claims this is the finest of all Sems. 3-4 inch rosettes, with light bluish foliage, and a broad reddish brown tip, very symmetrical, the leaves sharp pointed and incurved, most striking. 25 cts. each.

GLAUCUM. 2 inches. Light green rather open rosettes, tipped brown, glaucous in winter, 25 cts. a clump.

JURATENSE. 2 inch. A very flat top rosette, bright green leaves with the outer one fourth bright reddish brown. A gem 25 cents a clump.

LONGIFOLIUM. 5-6 inches, long narrow leaves, tapering to a long point, this rosette has fine winter and spring coloring, very distinct. 75 cents each.

PETTONI. 2-4 inch rosettes, leaves deep green and thickly studded with glandular hairs, giving it a gray green aspect. Rare. 75 cents each.

POTSI. 1 inch rosette. Similiar to barbulatum, but with short hairs and stolons. 25 cents each.

CILIATA GROUP

Type Tectorum

PYRENAIEUM. A very densely leafy symmetrical rosette, of light coppery green in summer, beautiful vivid red in winter to late summer. 40 cents a clump.

RUBERUM. 1-1½ inches. This is a highly colored small rosette, the best all year red we have seen, the leaves are short, thick set, glossy and pointed, a vivid red in winter, 75 cents each.

ROSEUM. Same as above, except in late summer it changes to a reddish green. 75 cents each.

ROYANUM. A 4-6 inch rosette of a very light green color, contrasting with the brownish red tips. 25 cents each. Distinct.

RUTHENICUM. 4-6 inch rosettes, deep green leaves, rarely brown at the tips, white hairs edging the leaves, stolons strong. 35 cents each.

TECTORUM. 4-6 inches. This is the common house-leek or hen & chicken, brown tipped monitone green leaves. 15 cents a clump.

TRISTE. 3-5 inches. With slender pointed leaves very deep wine color in summer, deep red in winter, Rare. 50 cents each.

VIOLACEUM. 4 inch rosette. Gray green with violet shading, short rather broad leaves, very symmetrical, and compact rosette. 50 cents each,

VIOLESCENS. 4-5 inch rosettes, This is a gray green plant, with violet shading, very pretty in winter. 50 cents each.

WOLFENI 4-6 incoes, Large broad open rosettes, glaucous, bright reddish pink toward center. Distinct 75 cents each.

Insist on Quality Sempervivums the clean
Potted Clumps in the black asphalt paper
pot bands. Grown only By;

The Sanford Nursery
Quality Sempervivums

CLYDE, O.

Wholesale Only

SEMPER-VIV-UM CULTURE

All species will grow in ordinary soil, in full sun, shade or half-shade if given good drainage, however all forms change their characteristics when grown in dense shade, and very rich soils, so much so as to make identification very uncertain. We find the best results are obtained by using common garden loam, moderately enriched with well-rotted manure, good drainage and half shade or alternating sun and shade. They never die from drought, if left to themselves and kept clean they form a natural leafmold mulch and prosper fairly well. The flowering plants disappear after blooming but their place is soon filled by the offsets and they are never missed. They can be transplanted and divided at any season with perfect success.

IN-DOOR CULTURE

When grown as pot plants in winter give all species as much sun light as possible, soil and drainage as described above, and moderate watering, over watering should be guarded against as with all succulents. (They will not succeed inside if allowed to freeze alternately after growth begins). If it is desired not to have them in the living rooms at any time, they may be stored in a light basement window, without watering, until weather permits planting out.

EXCEPTIONAL CULTURE

The Arachnoideae and Pubescentiae groups which are the webby and downy species can not withstand very hot muggy wet weather without shade, nor do they tolerate a limestone soil, they delight in a moderately rich acid soil. They are of easy culture in equal parts of acid peat, rotted manure and good loam.



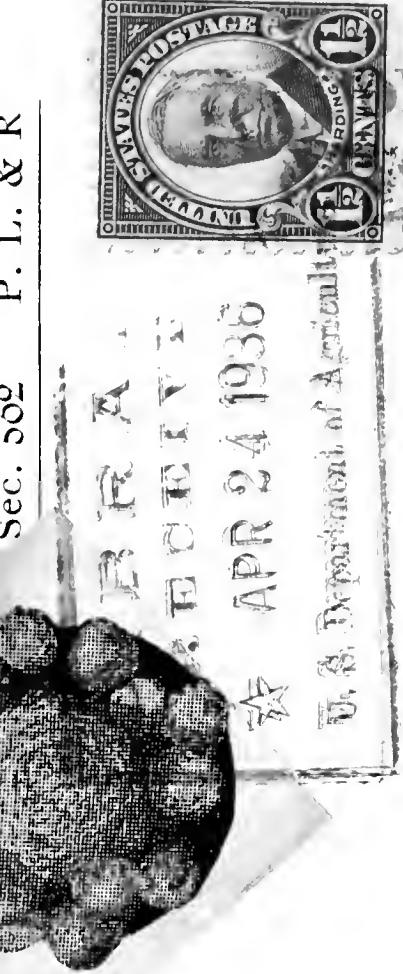
Those interested in growing plants in their home in winter, should have our folder (indoor Gardening with Colorful Sempervivums).

From

67

5/3/36

The Sanford Nursery
Quality Sempervivums
CLYDE, O.



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

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